

## News Release

**For Immediate Release:**  
Wednesday, September 19, 2007  
**Media Contact:**  
Jessie Shupe  
Media Coordinator  
(801) 538-6210

### **A New Way to Promote Good Old Fruits and Veggies** *National Campaign Encourages Everyone to Eat 'More'*

(Salt Lake City, UT) – The old 5 A Day has a new look and name. The latest national campaign to promote fruit and veggie consumption sprang to life in Utah this month as Governor Huntsman signed a proclamation declaring September “Fruits & Veggies—More Matters™ Month.” Fruits & Veggies—More Matters is a simpler, more inspiring initiative that motivates people to simply eat *more* fruits and veggies.

The brand was launched after the creators, Produce for Better Health Foundation the CDC and other partners found the 15-year-old 5 A Day campaign wasn't doing what they had hoped.

“Only 23 percent of Utahns get the recommended amount of fruits and vegetables,” said Registered Dietitian Patrice Isabella, UDOH Fruits & Veggies—More Matters coordinator. “The new campaign targets mom, and is designed to tap into her sense of responsibility to help her family be at their best, without making her feel guilty.”

Fruits & Veggies—More Matters gives moms the help they need with new ideas to get fruits and veggies into everyday eating by focusing on smaller, more achievable steps:

- **All Forms Matter:** fresh, frozen, canned, dried, and 100% juice
- **Great Taste Matters:** Savor the flavor that fruits and veggies provide.
- **Variety Matters:** Eat a colorful variety every day.
- **Nutrition Matters:** Fruits and veggies have vitamins and minerals that protect health.
- **Every Step Matters:** Every step taken toward eating more fruits and veggies and getting more physical activity helps families be at their best.

For more information visit: [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)

###

*The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.*